



Technical Sales Specialist

About AusDiagnostics

Headquartered within Sydney Australia, AusDiagnostics is a leading manufacturer of a range of molecular diagnostic instrumentation and reagents servicing human, veterinary and food diagnostics markets. We are committed to achieving excellence in all that we do, with the primary goal of improving patient healthcare within society.

JOB TYPE: Full Time, Immediate Start
LOCATION: New Zealand
Description <p>The successful applicant will be responsible for managing and driving sales in New Zealand through:</p> <ul style="list-style-type: none">• Increasing AusDiagnostics brand awareness in the entire hospital/laboratory network and every key department• Developing and fostering relationships with KOL/key decision makers• Providing technical support and training to current and potential customers <p>The primary objective of this role is to grow sales across the territory, maintain existing customer relationships, train users on the portfolio, conduct product demonstrations and establish new business to meet corporate revenue objectives. The role will work closely with our global Sales, Service and Support teams to ensure high level customer service.</p> <p>The role is field based with extensive travel throughout the above-mentioned territory as well as occasional international travel.</p>
KEY RESPONSIBILITIES <ul style="list-style-type: none">• Maintaining and developing strong relationships with existing and potential AusDiagnostics customers• Achieving financial targets and KPIs for projected revenue goals.• Selling and promoting the AusDiagnostics portfolio within the defined territory, including cold-calling and prospecting potential customers.• Leading and executing a consultative sales approach• Participating in regular strategy meetings with sales and support teams to improve customer service• Conducting product demonstrations• Training users on applications of AusDiagnostics reagents• Customer mapping and creating strategies for growth• Preparing monthly sales reports• Participating in regular strategy meetings with senior management• Opportunity Management through company CRM system• Conducting regular competitor analysis across the field

- Monitor KPI's in relation to quarterly and annual sales and service targets to support the achievement of key corporate objectives

QUALIFICATIONS AND SKILLS

- Tertiary level education, such as B.Sc. or equivalent
- Sound understanding of Molecular Biology
- Minimum 2 years' experience within a sales position or similar role is essential
- Proven track record of meeting or exceeding objectives, and managing complex sales cycles over multiple years
- Strong customer service focus with exceptional verbal and written communication skills.
- A high level of business acumen.
- A positive attitude with the drive and work ethic to meet targets.
- Initiative and the ability to work individually and as part of a team.
- Excellent presentation, time management and organisational skills
- Fluency in English is essential.
- Mobility (availability to travel frequently) is essential.
- Strong knowledge of CRM databases
- Previous experience within biotech industry is preferred.